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USAID Energy Investment Activity Project (EIA) Presentation - Public Outreach Concept – PCT and Customer Communication Workshop

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

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Public Outreach Concept – PCT and Customer Communication Workshop

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Why we launched extensive PO Activities

- To assist the Regulators to take position as a transparent and trustworthy institution in the public eye.
- To assist the Regulators in changing the PO approach from a reactive one to a more assertive and educational one
- To define the PO target groups and methods of communication for each group



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PUBLIC SURVEY

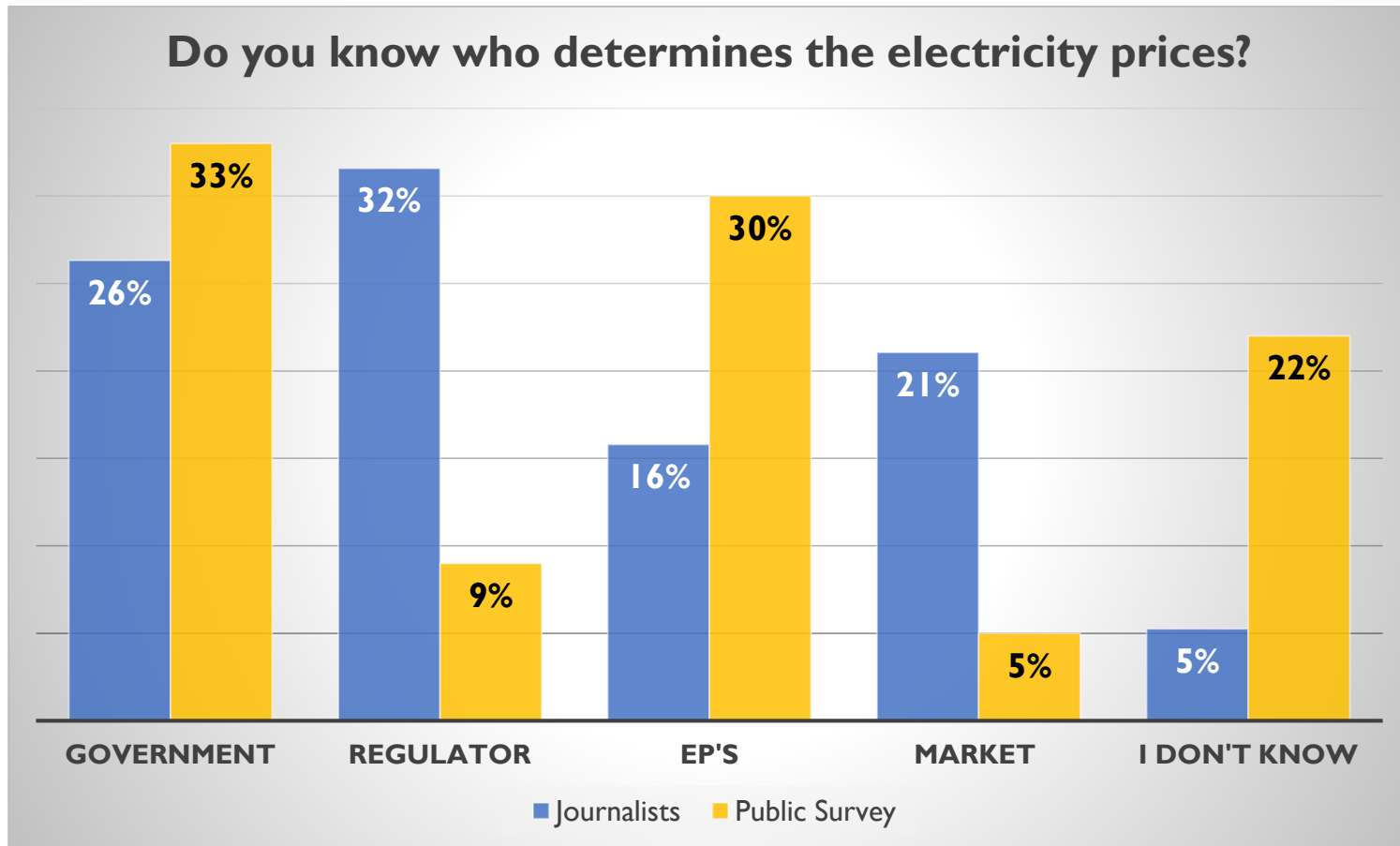
- In December 2016, USAID conducted a public survey of 3000 people
- USAID EIA conducted a survey during the media training at the Third Energy Summit in April 2017



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PUBLIC SURVEY

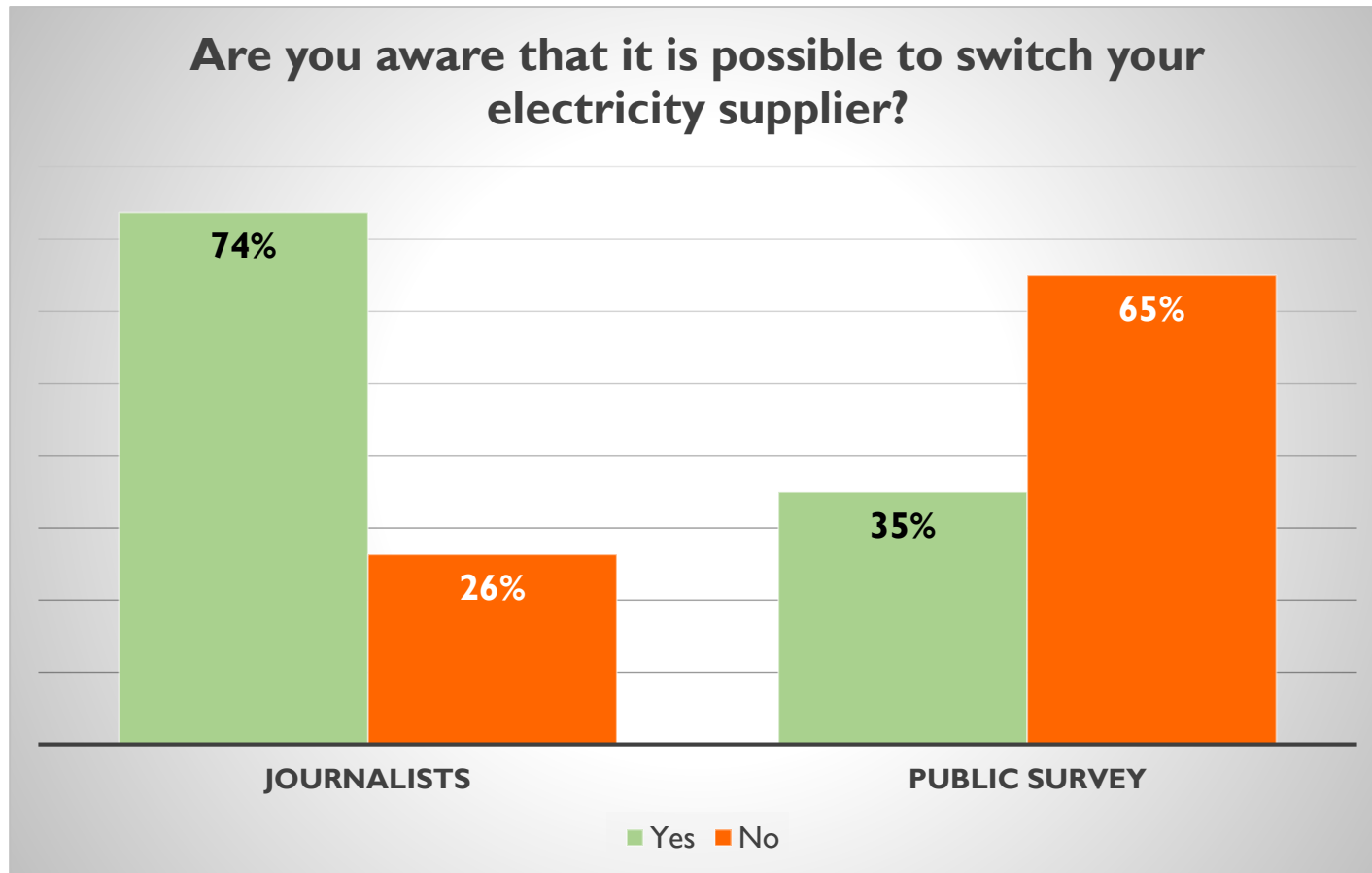




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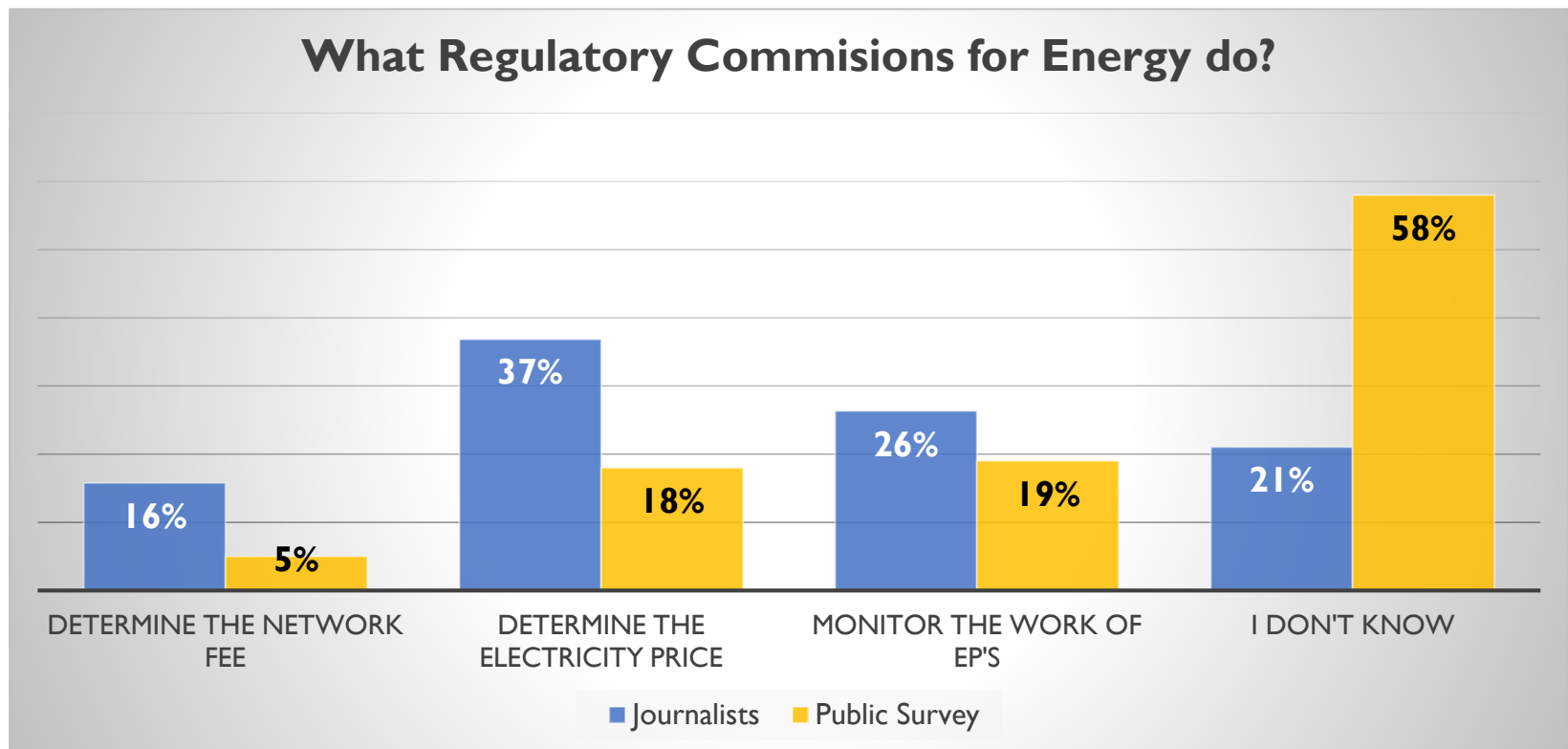
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PUBLIC SURVEY





PUBLIC SURVEY





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PUBLIC OUTREACH CONCEPT

“The Public Outreach Concept” will act to serve the regulatory commissions as communication guidelines.

The Public Outreach Concept Defines:

- Mission
- Goals – general and primary
- Determining the target members of the public
- Message carriers – who communicates
- Methods of communication
- Media Campaign



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CURRENT STATUS

- The PO Working Group is using the “Concept” as a basis for the development of the Regulators communication plan
- The PO Working Group is preparing the web platform and Price Comparison Tool as the Commissions’ own tool for informing customers



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FUTURE WORK

USAID EIA will:

- Assist in development of the commissions' communication plans
- Assist in development of the commissions' missions and goals
- Assist in development of internal communication strategies and procedures
- Assist in development of public survey
- Assist in implementation of these activities
- Assist in development of media campaign



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Thank you for your attention!

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